



WPTV

ORDER

Print Date 11/21/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision **311702 /**

Original Date / Revision
09/19/12 10/19/12

Advertiser **Negron / Republican / State**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Joe Negron for FL Senate

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **495**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	12	\$9,562.50	\$11,250.00	0.00
Totals	12	\$9,562.50	\$11,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	12	\$9,562.50	\$11,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WPTV	10/09/12	10/12/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 1- 1--	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-- 1- 1--					2	\$950.00		0.00			
N 3	WPTV	10/09/12	10/12/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 111 - - -	:30	3	\$1,325.00	P-1	0.00	NM	3	\$3,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	- 111 - - -					3	\$1,325.00		0.00			
N 4	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00



WPTV

Print Date: 11/21/12

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Contract / Revision **311702** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Negron / Republican / State** Product **Joe Negron for FL Senate** Estimate # **495**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00 NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S-	1		\$725.00		0.00					
N 5	WPTV	10/13/12	10/13/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S-	1		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/09/12-10/15/12		Sa 6p	6-630p		-----Sa--	:30		(\$600.00)		0.00 NM		
See MG 5.2														
2	NPTV	10/09/12-10/15/12		Sa 7p News	7-730pm		-----Sa--	:30		\$600.00		0.00 NM		
Ⓜ MG for 5.1 10/13														
N 7	WPTV	10/14/12	10/14/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$425.00		0.00					
N 8	WPTV	10/14/12	10/14/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,800.00	P-1	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$1,800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/09/12-10/15/12		Su 9-10a	9-10a		-----Su	:30		(\$1,800.00)		0.00 NM		
Credited flight over														
N 9	WPTV	10/14/12	10/14/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-1	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$600.00		0.00					
N 10	WPTV	10/14/12	10/14/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$750.00	P-1	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	-----S	1		\$750.00		0.00					
N 12	WPTV	10/15/12	10/15/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	:30	1	\$950.00	P-1	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	M-----	1		\$950.00		0.00					
N 13	WPTV	10/15/12	10/15/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,325.00	P-1	0.00 NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/09/12	10/15/12	M-----	1		\$1,325.00		0.00					
													Totals	12 \$11,250.00